

**HOTEL****HOSTEL**

## PRESS RELEASE

### A&O: Innovation Award 09 goes to "Hotelbeds"

A&O HOTELS and HOSTELS is presenting an Innovation Award for the second time at the ITB 2009. "This year the Innovation Award goes to "Hotelbeds". "Hotelbeds" was the first classic wholesaler to install an interface to the auto update in early 2008. This resulted in a 220 percent increase in sales for A&O. We are pleased to be able to present "Hotelbeds" with an Innovation Award in recognition of this great accomplishment. It is a pleasure to work with such partners," explains Oliver Winter, General Manager of A&O HOTELS and HOSTELS.

In the A&O internal sales ranking, "Hotelbeds" was able to topple HRS from their position as market leader. Interested readers can get more information at the free hotline 0800 – 222 67 14 or [www.aohostels.com](http://www.aohostels.com).



### About A&O HOTELS and HOSTELS:

A&O HOTELS and HOSTELS was founded in the year 2000 and currently operates at eleven locations (in Berlin, Dresden, Hamburg, Leipzig, Munich, Prague and Vienna). Two more HOTELS and HOSTELS are scheduled to be opened in 2009 (Düsseldorf and Cologne), while another two buildings are planned for 2010 (Berlin and Vienna).

Hauptbahnhof/Main Station and Nuremberg). In the year 2008, the company was able to register a total of 1.1 million accommodations and sales of EUR 23.5 million. Roughly 4,200 school groups make use of the Group's hostel annually for their class trips, and approx. 70 percent of the hotel guests book their accommodation online. The target groups of the chain of hostels can be broken down as follows: leisure/city tourism (30%), groups/class trips (60%) and business tourism (10%). The company has 340 employees, which currently includes 42 trainees. All hotels (blue line) are of the two-star category and DEHOGA-certified, two hostels (orange line) are already four-star category and QMJ certified, while the other hostels are still under evaluation for certification.

Photos available at <http://picasaweb.google.de/aohostel>.

#### Editorial contact

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#### Impressum - Legal Disclosure

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